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To provide a magnetic recording medium with good record and reproduction characteristics. In the magnetic recording medium having an anodic oxidized alumina nanohole film filled with a magnetic substance, the anodic oxidized alumina nanohole film 13 is formed on a substrate 16 with at least one base electrode layer 15 sandwiched therebetween, the base electrode layer 15 is a film that has fcc structure and whose (111) face is oriented in the direction perpendicularly to a substrate, and the fillers 14 in the alumina nanoholes 10 have hcp structure and include hard magnetic substance whose principal component is Co and whose c-axis is perpendicular to the substrate.